Office of the Lieutenant Cobernor State of Louisiana

JAY DARDENNE
LIEUTENANT GOVERNOR



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FOR IMMEDIATE RELEASE

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LT. GOVERNOR DARDENNE ANNOUNCES RECEIPT OF BP TOURISM FUNDS

NEGOTIATIONS FOR ADMINISTRATIVE COSTS ALLOW MORE MONEY TO BE SPENT TO PROMOTE LOUISIANA AS A TOURIST DESTINATION

Lt. Governor Jay Dardenne is announcing the receipt of the first payment of BP's tourism funding. As part of its agreement to help rebuild Louisiana's tourism industry, BP deposited \$5 million—the first of six-\$5 million installments—to Community Foundation of Acadiana which will dispense the funds overseen by the Lt. Governor's office.

A Memorandum of Understanding with BP was signed days before Lt. Governor Dardenne took office and included \$30 million for marketing Louisiana as a tourist destination. The MOU designates that every parish will receive a portion of funding, with the parishes which were directly impacted receiving the largest portions. The Louisiana Office of Tourism and Lt. Governor Dardenne's Office are working with parish officials to present a coherent plan that avoids duplication of efforts. All advertising and marketing efforts done by the parishes will be coordinated by the Office of the Lieutenant Governor to ensure that they include the consistent use of the Department of Culture, Recreation and Tourism's new brand, Louisiana-Pick Your Passion.

"It is important to allow individual parishes flexibility, but at the same time make certain the effort is coordinated," Lt. Governor Dardenne said.

The MOU designates CFA as the repository for the funds, but was silent as to the fee for its services. Lt. Governor Dardenne negotiated with CFA securing a flat fee of \$25,000 to handle disbursement of the \$30 million fund.

"We appreciate Community Foundation of Acadiana working with us to agree on a fair administrative fee," Lt. Governor Dardenne said. "My goal was to maximize the amount of money available to promote Louisiana and minimize the amount of funds spent on administration."

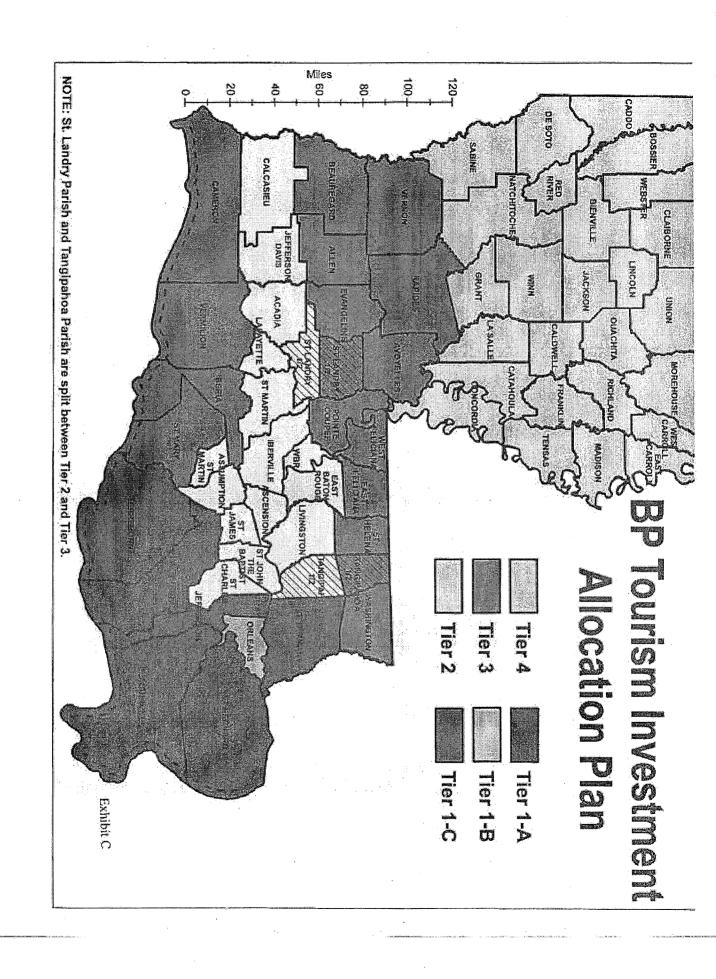
Because the funding will be provided in six quarterly installments, the Office of the Lieutenant Governor created a cash flow schedule that results in the parishes with the smallest allocations receiving their funding from the first installment. This will fulfill funding for 54 parishes, while the remaining 12 parishes and the Department of Culture, Recreation and Tourism will receive their funding throughout the six quarterly payments.

The MOU also allocated \$18 million to be used for seafood testing, administered by the Department of Wildlife and Fisheries and \$30 million for seafood marketing, administered by the Seafood Promotion and Marketing Board. The Office of the Lieutenant Governor is also working with the Seafood Promotions and Marking Board to ensure our combined efforts are efficient.

ATTACHMENT A: BP TOURISM INVESTMENT ALLOCATION MAP

ATTACHMENT B: BP TOURISM FUNDING SCHEDULE

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Attachment B

Cash Flow Sheet - BP

Cash Flow Sheet -	BP						
1		1st quarter	2nd quarter	3rd quarter	4th quarter	5th quarter	6th quarter
Tensas	\$2,448.69	\$2,448.69					•
East Carroll	\$3,466.16	\$3,466.16					
Red River	\$3,839.00	\$3,839.00					
Caldwell	\$4,303.27	\$4,303.27			·		
Catahoula	\$4,363.80	\$4,363.80					
West Carroll	\$4,826.48	\$4,826.48					
Madison	\$4,950.82	\$4,950.82					
La Salle	\$5,862.24	\$5,862.24					
Bienville	\$6,223.81	\$6,223.81					
Jackson	\$6,320.67	\$6,320.67					
Winn	\$6,484.18	\$6,484.18					
Claiborne	\$6,798.30	\$6,798.30					
Concordia	\$7,956.89	\$7,956.89					
St Helena	\$7,968.62	\$7,968.62					
Grant	\$8,249.14	\$8,249.14					
Franklin	\$8,375.23	\$8,375.23					
Richland	\$8,545.99	\$8,545.99					
Union	\$9,507.93	\$9,507.93	· · · · · · · · · · · · · · · · · · ·		<u>.</u>		
Sabine	\$9,887.87	\$9,887.87					
DeSoto	\$10,967.55	\$10,967.55					
West Feliciana	\$11,339.90	\$11,339.90					
Morehouse	\$12,017.16	\$12,017.16					
East Feliciana	\$15,631.85	\$15,631.85					
Natchitoches	\$16,485.35	\$16,485.35					
Point Coupee	\$16,801.63	\$16,801.63					
Webster	\$17,086.14	\$17,086.14					
Lincoln	\$17,770.02	\$17,770.02					
	\$19,151.70	\$19,151.70					
Allen			· · · · · · · · · · · · · · · · · · ·		. '		
St James	\$24,770.53	\$24,770.53				· · · · · · · · · · · · · · · · · · ·	
West Baton Rouge	\$25,972.43	\$25,972.43					
Beauregard	\$26,093.86	\$26,093.86				,	
Assumption	\$26,392.59	\$26,392.59					
Evangeline	\$26,940.99	\$26,940.99					
Avoyelles	\$31,641.13	\$31,641.13					
Washington	\$33,705.31	\$33,705.31					
Vernon	\$35,551.15	\$35,551.15					, -
Jefferson Davis	\$35,789.73	\$35,789.73					
Iberville	\$37,309.62	\$37,309.62	-1.				
Bossier	\$45,385.32	\$45,385,32		•.			
St John	\$54,738.99	\$54,738.99					
St Martin	\$59,292.92	\$59,292.92	<u> </u>				
St Charles	\$59,744.06	\$59,744.06					
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Ouchita	\$62,418.44	\$62,418.44					
Acadia	\$68,828.96	\$68,828.96					
St Landry	\$86,715.96						
Rapides	\$97,603.60						
Caddo	\$105,466.55						
Tangipahoa	\$109,529.65						
Ascension	\$113,711.62	\$113,711.62					
Livingston	\$133,828.35	\$133,828.35					
Calcasieu	\$211,811.08	\$211,811.08					
Lafayette	\$235,150.12	\$235,150.12			, i		
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East Baton Rouge	\$493,983.65	\$82,330.61	\$82,330.61	\$82,330.61	\$82,330.61	\$82,330.61	\$82,330.61
Cameron	\$500,000.00		\$83,333.33		\$83,333.33		
Iberia	\$500,000.00				\$83,333.33		
St Mary	\$500,000.00		\$83,333.33		\$83,333.33		
					\$83,333.33		
Vermillion	\$500,000.00	\$83,333.33	্ত্ৰত ১,১১১.১১	φου, <u>333.33</u>	φου,333.33	φου,υυυ.συ	: :: • φου,σου.σο
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Jefferson	\$2,166,666.00		\$383,333.20				
Lafourche	\$2,166,666.00						
Plaquemines	\$2,166,666.00						
St Bernard	\$2,166,666.00						
St Tammany	\$2,166,666.00	\$250,000.00	\$383,333.20				
Terrebonne	\$2,166,666.00					\$383,333.20	\$383,333.20
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Orleans	\$6,000,000 00	\$500,000,00	\$1,100,000,00	\$1.100.000.00	\$1,100,000.00	\$1,100,000,00	\$1,100.000.00
CRT	\$5,000,000.00		\$900,000.00		\$900,000.00		
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CRT	© \$1 END DAD DA	\$78,312.71	\$20N32C0C	\$384.336.00	\$38N 33C 5C	\$284,336.86	# # # # # # # # # # # # # # # # # # #